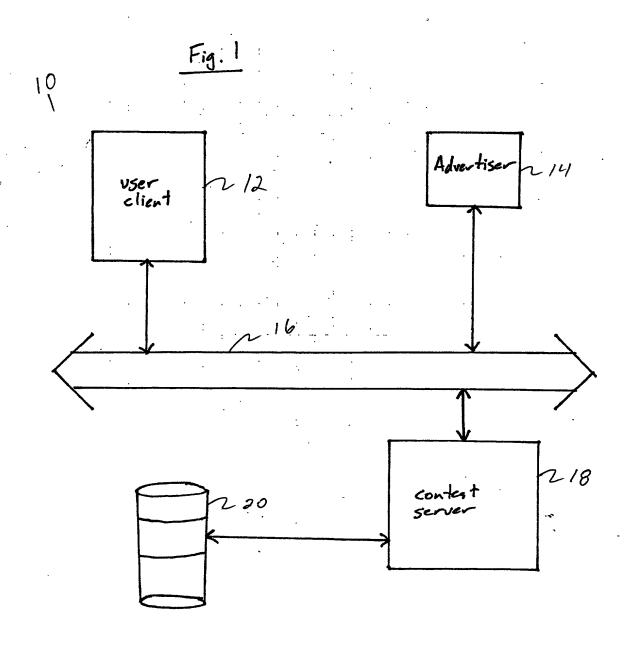
via a Network

Inventor(s): Larry Schultz Attorney docket No: 033122-003

SHEET 1 of 7



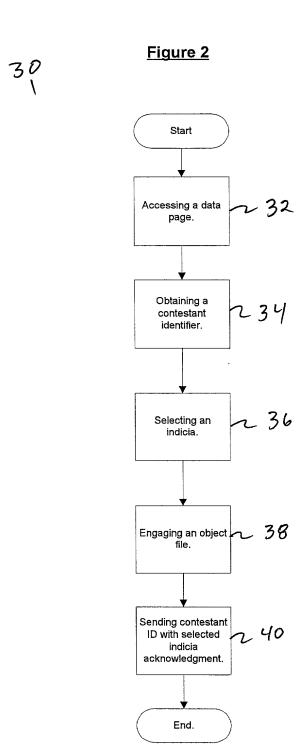
TITLE: METHOD AND APPARATUS FOR CONTENT PROMOTION

VIA A NETWORK

INVENTOR(S): LARRY SCHULTZ

ATTORNEY DOCKET No: 033122-003

SHEET 2 of 7



TITLE: METHOD AND APPARATUS FOR CONTENT PROMOTION

via a Network

Inventor(s): Larry Schultz Attorney docket No: 033122-003 SHEET 3 of 7

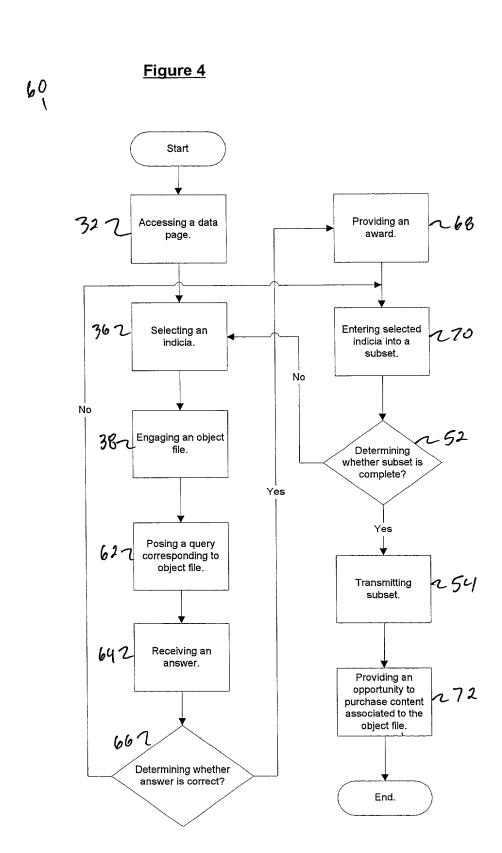
Figure 3 50 Start Accessing a data page. Obtaining a contestant identifier. No Selecting an indicia. Engaging an object file. Determining whether indicia subset is complete? Yes Transmit indicia subset. End.

TITLE: METHOD AND APPARATUS FOR CONTENT PROMOTION

VIA A NETWORK

INVENTOR(S): LARRY SCHULTZ

ATTORNEY DOCKET NO: 033122-003 SHEET 4 of 7



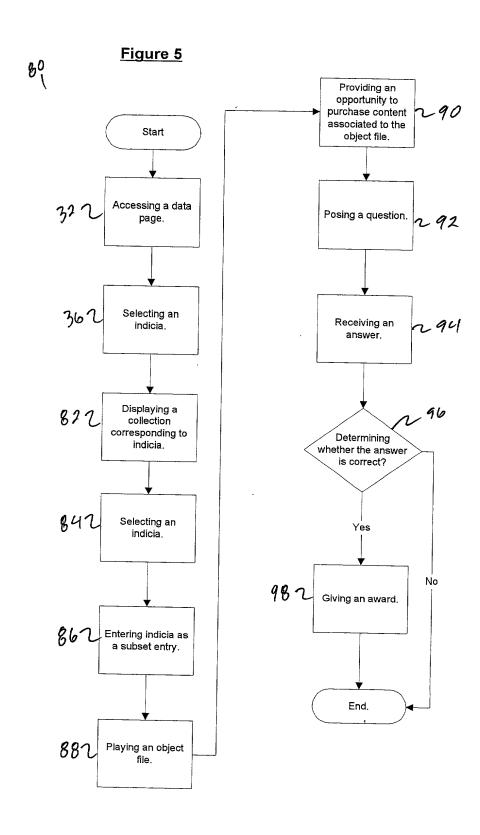
TITLE: METHOD AND APPARATUS FOR CONTENT PROMOTION

VIA A NETWORK

INVENTOR(S): LARRY SCHULTZ

ATTORNEY DOCKET No: 033122-003

SHEET 5 of 7



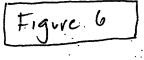
TITLE: METHOD AND APPARATUS FOR CONTENT PROMOTION

VIA A NETWORK

INVENTOR(S): LARRY SCHULTZ

ATTORNEY DOCKET No: 033122-003

SHEET 6 of 7



Display Sponsors' LOGOS / Product **Pictures**

Play Email-Previews Billion Dollar Challenge and Win \$1 Billion \$\$\$

This Week's New MOVIE

Check Local Showtimes Buy Theater Tickets Print Snack-Bar Coupon

This Week's New TV / DVD / VOD Email Reminder2 Watch Scedule VCR Recording Buy DVD / VOD

Email-Previews

Media Playback

Forward by Email By Instant Message This Week's New **ALBUM**

Buy CD / Download Stream On-Demand **Buy Concert Tickets**

This Week's New VIDEO GAME Play Online Game Print Store Coupon **Buy Game**

Play Streaming Trivia and Win \$1 Billion \$\$\$ Check out this Week's Celebrity Playlists: Alice Cooper Britney Spears

Select 7 of 77 to win a billion

Media Playback

Top 10 List

Trivia Quesion

Instructions

1234567/Enter

Brought to you by (insert Local Radio Station and Record Store Logos) --Click to Stream Local Radio Station

Spin 2 Win Special Savings Just For You From Your Local Retailers

Second Chance Bonus Spin To Win slot

VCR/VCR/VCR

O 00000000 00000 ____ 00000 00000

This Week's Featured Gadgets & Gizmos

UltimateTV

Verizon Wireless Deli Computers

Local Savings Alert... Click Here For Instant Winner

Ralph's 7-Eleven Circuit City Target

TITLE: METHOD AND APPARATUS FOR CONTENT PROMOTION

via a Network

INVENTOR(S): LARRY SCHULTZ ATTORNEY DOCKET NO: 033122-003 SHEET 7 of 7

Figure 7

